



South Tyneside Council

Live healthy
South Tyneside

Health & Wellbeing Strategy Progress Update

Health & Wellbeing Board

23rd July 2025

Live healthy **South Tyneside**



Live healthy South Tyneside

Our Health and Wellbeing vision:

"Work in partnership to improve the health, wellbeing and quality of life for children, adults and families and reduce health inequalities, to help people live longer and healthier lives."



South Tyneside Council



Best start



Financial security



Well-being & social connectivity



Safe and healthy places



All residents live and age well

Every child and young person has opportunities to thrive and reach their full potential

A thriving, sustainable and inclusive local economy in which the benefits and opportunities are distributed fairly across all communities

Cohesive and vibrant communities where all members feel included, valued, and supported

Settings that help people to be healthy and make the most of the good things around them

Residents live and age well by preventing, delaying, and reducing the burden of long-term conditions and the development and consequences of frailty

- Child development strategy for school readiness
- Adolescent health offer to improve their relationships and wellbeing
- Women's health strategy implemented

- Services tackling financial hardship
 - Working with partners to tackle in-work poverty
 - Lived experience of poverty into decision-making
- Influence government policy on poverty action
- Increase sustainable and healthy jobs

- Preventative and early intervention approach
- Person-centred approach to mental health treatment
- Suicide and self-harm reduction
- Children & young people long-term health conditions support

- Safe and sustainable homes
- Increase belonging and connection
- Adapt & mitigate climate change

- Predict & prevent serious conditions and diseases
- Active, purposeful and independent communities
- Proactive models of care
- Happy, healthy older people
- Population Health Management (PHM) model in service redesign

CROSS CUTTING THEMES

Fair delivery of service

Evaluate and understand and mitigate inequalities in access, delivery, uptake and impact

Public involvement and community engagement

Continually engage and partner with the public and communities to co-produce services fit for their purposes

Successes

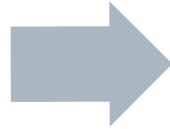
Financial security to lead healthy, fulfilling lives



South Tyneside Council

Priority: Make South Tyneside a place where sustainable and healthy jobs are available

Action: Increase the support available to more workplaces to boost the health of their employees via A Better U and the South Tyneside Pledge



In late June, South Tyneside Council held the second event of the Recruit Well, Retain & Empower series.

Local employers were informed about recruiting a diverse workforce, retaining employees with additional needs or health conditions and empowering their employees to be the best that they can be by offering good work.

Information was shared about upcoming health and employment programmes (Connect to Work, Economic Inactivity Trailblazer and retention support from the Health & Growth Accelerator) as well as the recruitment and skills offer for employers available through Invest South Tyneside and wider partners such as DWP.

The South Tyneside Pledge and the new regional Shine programme were showcased and the Port of Tyne spoke about doubling diversity.

There are plans for future events later in the year.

Successes

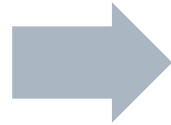
Financial security to lead healthy, fulfilling lives



South Tyneside Council

Priority: Make South Tyneside a place where sustainable and healthy jobs are available

Action: Work with partners to break down barriers to employment and progression – including by developing a strengthened employment support service and looking at ways to reduce ill-health and help people into the labour market.



South Tyneside Council are working to convene local services to enhance employment prospects by harmonising and simplifying the health and work support ecosystem.

Better Pathways South Tyneside will create strong partnerships and pathways of support to allow residents with health conditions to enter and remain in the workplace. The aim is create an enabling environment which is streamlined and accessible for those who need.

Employers will be supported through a single front door for recruitment, skills and retention support, including the creation of good work, with coordinated access to partners and to the labour market.

The integration of Connect to Work, The Health & Growth Accelerator and the Inactivity Trailblazer will ensure a robust yet harmonised support system enabling residents to enter, sustain and progress in work.

This work will take a phased approach, building upon existing mechanisms and will be complete in March 2026.

Successes



South Tyneside Council

Good mental well-being and social connectivity across the life course

Priority: Facilitate a preventative and early intervention approach to maintain good mental wellbeing and social connections

Action: Working across Leisure Services, Talking Therapies, Learning Disabilities & Autism to increase opportunities for social interaction & improve outcomes

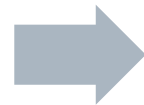


ConnectFest Youth (early July), brought together a range of organisations and services aimed at reducing isolation and loneliness to increase awareness.

Approx 120 young people took part in a range of taster activities such as music, graphics, a battle reenactment, sports and games and heard from inspirational speaker Adam Ball. The young people also had the opportunity to meet a range of support services. Feedback from young people was positive.

Priority: Support children and young people with long-term physical and mental health conditions to improve outcomes

Action: Mobilising the All Age Autism Strategy priorities



Funding has been secured for Autism Alert Cards which support individuals to request and implement reasonable adjustments accessing services.

Successes



South Tyneside Council

Good mental well-being and social connectivity across the life course

Priority: Reduce rates of suicide and self-harm

Action: Tailor approaches to improve mental health in specific groups including children and young people, men, veterans, people with a history of self-harm, LGBT, people in contact with the criminal justice system and supporting those with existing mental health conditions



Children Looked After and Children Leaving Care are being supported to express themselves through art via a project delivered by an art therapist and a poet. This cohort are more likely to experience suicidal ideation, and it is hoped that alongside an improvement in participant mental health, the outputs generate system learning that will enable young people to be better supported.

The Suicide and Self Harm Alliance are working with the National Trust to explore how to mitigate the risk of completed suicides at “high risk” locations in South Tyneside.

The Suicide and Self Harm Alliance are working to understand how individuals with a dual diagnosis (both a substance misuse issue and mental health need) are supported.

Age Concern Tyneside South (ACTS) are doing some targeted work with men aged 50+ (identified as an at-risk cohort for suicide by local data). The service launched on 1st April and includes male-only activities including allotment and social groups.

Training will be delivered to Northumbria Police by AIM, aimed at improving the experience of people with autism. There will be a focus on specific police pathways such as street triage, when in custody, etc. They will also train negotiators and those in contact with individuals at risk of suicide.

Successes



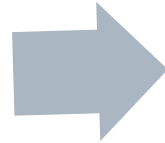
South Tyneside Council

Safe and healthy places to live, learn, and work

Priority: Increase the feeling of belonging and connection across our communities

Action: To implement the actions in the South Tyneside Loneliness and Social Isolation Strategy

Action: Delivery of the age friendly community plan that supports all ages to remain active and connected



South Tyneside Council in partnership with Inspire South Tyneside hosted a launch event for successful awardees of the latest round of microgrants. This is a programme aimed at smaller organisations who are connected with their community and have an average annual income of £150,000 or less. The latest round was aimed at initiatives to reduce loneliness, promote new social connections or enabling all ages to live well and enjoy South Tyneside.

The event was aimed at awardees to meet each other, generate connections and discuss further collaborations opportunities. Awardees also had a session on how they could consider measuring the impact of their initiatives through evaluation from Liz Cox, Local Authority Research Practitioner.

Eighteen initiatives have been awarded targeted at a range of different populations groups as well as intergenerational activities.

Successes

All residents live and age well



South Tyneside Council

Priority: To get as good at predicting and preventing serious conditions and diseases as we are at reacting and responding

Action: NHS Health Checks / Outreach Team



The South Tyneside Community Outreach Service was a pilot initiative aimed at improving access to preventative healthcare for underserved and high-risk populations, particularly those identified under the NHS Core20PLUS5 framework.

The service ran from December 23 – May 25. Delivered in community settings and workplaces, the service provided NHS Health Checks and mini health MOTs to individuals who might otherwise face barriers to accessing primary care.

Over the course of 116 outreach sessions, 563 individuals were screened, with hypertension and smoking emerging as the most common health concerns. The service also offered person-centred support, including referrals to GPs and social prescribing teams, and addressed broader wellbeing needs such as food insecurity and social isolation.

A formal evaluation has now been completed, led by the University of Cumbria. The evaluation found that the service was effective in reaching deprived communities and building trust with individuals who are often disengaged from healthcare systems.

Key enablers included collaboration with local organisations, use of EMIS for real-time data recording, and a flexible delivery model that included piggybacking on existing community events.

Challenges included limited initial engagement, lack of support from some GP practices, and difficulties in data reporting and follow-up due to restricted access to patient records. Recommendations include extending mobilisation periods, improving GP engagement, enhancing data systems, and exploring a hybrid delivery model with a fixed base to complement community outreach.

Successes

All residents live and age well



South Tyneside Council

Priority: To develop new proactive models of care to enable equitable outcomes and experience

Action: Multiple disadvantage



Two Frontline Practitioner Networking Events, held in October 2024 and April 2025, brought together around 120 practitioners from over 40 teams and organisations across the council, NHS, and VCSE sectors. Attendees included representatives from services such as STARS, Restart, Housing, Adult Social Care, CNTW, probation, police, and others offering social prescribing and financial advice. The events produced key outputs including a shared vision map, a directory of services, plans for future collaboration, and stigma-focused reflective practice initiatives.

Reflections highlighted strong enthusiasm across all levels of staff, opportunities for improved integration and co-location of services, and ongoing challenges around dual diagnosis and complex mental health needs. There was also a recognised need for more trauma-informed, gender- and ethnicity-sensitive approaches, alongside better support for neurodiversity and cognitive impairments. Staff wellbeing, supervision, and reflective practice were identified as critical areas for continued focus.

Next event scheduled for 24th October 2025.

Public Involvement & Community Engagement



South Tyneside Council

Recent examples include:

- Under the Voice of the Person priorities (Learning Disabilities Strategy), work is ongoing to hear from individuals with learning disabilities. An individual from STC's Working Together group, which brings together individuals with experience of accessing care services, was involved in the procurement of an Advocacy contract in the Spring.
- A two-year project delivering independent travel training for people with a learning disability and/or autism, quality checking public transport and feeding back to inform reasonable adjustments within the public transport system. This is a VCSE NE&NC regionwide partnership led by Your Voice Counts and funded through the Motability Foundation
- In May, South Tyneside Council staged a five-day Climate Summit to help shape the borough's journey to Net Zero. The event brought together businesses, public sector organisations and community groups to map the borough's carbon reduction targets and the action needed to achieve them. The summit aimed to share knowledge, successes and lessons learned and will be used to inform the next Sustainable South Tyneside strategy.

Asks of the Board



South Tyneside Council

- STC Public Health and Policy & Insight are looking to map the range of place-based and neighbourhood approaches across the system. We would like partners to share examples of initiatives and policies that are focussed on specific areas in the borough. The aim is to generate a common understanding of place and key factors that need to be considered when adopting a place-based approach. Email brogan.turner@southtyneside.gov.uk
- Continue to raise the profile of the Data Observatory both for its content and as a platform to publish outputs of local intelligence, research and evaluation: [South Tyneside Data Observatory – Welcome to Our South Tyneside Data Observatory!](#)